

ORDER



Fox 30 JAX

Orders
Order / Rev: 62263
Alt Order #: 09820447
Product Desc: AARON BEAN FL SENATE
Estimate: 442
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 09/28/12 / 09/28/12
Order Type: CIA - O

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Ave
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Aaron Bean (R) FL Senate District 4
Demographic: A35+
Product Codes: State Elections
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:00:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	12	\$21,580.00	\$18,343.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	12	\$21,580.00	\$18,343.00	0.00
Totals	12	\$21,580.00	\$18,343.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
Fox 30 JAX	8%	\$21,580.00
Market	100%	\$269,750.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	67%	\$180,732.50
WCWJ	0%	\$0.00
WJXT	0%	\$0.00
WJXX	0%	\$0.00
WTEV	25%	\$67,437.50
WTLV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAWS	10/30/12	11/04/12	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	-TWTFSS	:30	6	\$300.00	P-2	0.00	NM	6	\$1,800.00
NEWS RATE/FREQUENCY REVISED "SUGGESTED RATE"															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTFSS					6	\$300.00		0.00			
E 2	WAWS	11/01/12	11/01/12	MLB Championship Series MLB Championship Series	CM	7:30 PM-11:00 PM (7:30 PM-11:00 PM)	-T---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
WORLD SERIES RATE REVISED "SUGGESTED RATE"															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$2,500.00		0.00			

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E 2	WAWS	11/01/12	11/01/12	MLB Championship Series MLB Championship Series	CM	7:30 PM-11:00 PM (7:30 PM-11:00 PM)	---T---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
WORLD SERIES RATE REVISED "SUGGESTED RATE"															
E 3	WAWS	11/04/12	11/04/12	Su 11a-12p Su 11a-12p	CM	11:00 AM-12:00 PM	-----S	:30	1	\$180.00	P-1	0.00	NM	1	\$180.00
FOX NEWS SUNDAY RATE REVISED/SUGGESTED															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$180.00		0.00						
E 4	WAWS	11/04/12	11/04/12	Jaguars NFL Football Jaguars NFL Football	CM	1:00 PM-5:00 PM (1:00 PM-5:00 PM)	-----S	:30	1	\$15,000.00	P-2	0.00	NM	1	\$15,000.00
NFL- LIONS/JAGUARS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$15,000.00		0.00						
E 5	WAWS	11/03/12	11/03/12	ACC Football (Synd) ACC Football (Synd)	CM	12:00 PM-3:00 PM (12:00 PM-3:00 PM)	----S-	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
FSU ADD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----S-	3		\$700.00		0.00						
													Totals	12	\$21,580.00